

RoadPeace dedicated to supporting road crash victims

support • advocacy • education • research • working for *real* road safety



Press Release

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World Day of Remembrance for Road Traffic Victims is on the third Sunday of each November

- this year on 19 November 2006, with the message: –

“A road death is not a normal death”

Adopted by the United Nations on 26 October 2005 as World Day of Remembrance for Road Traffic Victims – to provide “appropriate acknowledgement for victims of road traffic crashes and their families”, this special day was initiated by RoadPeace in 1993 and observed since then in Britain, Europe, and beyond, as the day on which all those killed and injured in road crashes are remembered, together with their families, the emergency services and all others affected or involved in the aftermath.

With the annual toll of deaths alone on the world's roads of 1.26 million (3,450 a day!), this Remembrance Day is now recognised as an important day for highlighting and publicising this major disaster, and of illustrating the huge global scale and emotional and economic impact on families and countries.

Following the UN's recognition last year, this year **World Day of Remembrance** will be observed even more widely than ever, with ceremonies and various acts of remembrance being held in countries on all continents – in Australia, USA, Argentina, India, Lebanon, Oman, South Africa, Russia and most European countries.

Prof Ian Roberts of the London School of Hygiene & Tropical Medicine paraphrasing the novelist Milan Kundera, said *“The struggle between people and power is the struggle between memory and forgetting and we must not forget the many millions of people who have died on the roads. Road deaths are not natural deaths and should not be allowed to happen.”*

Brigitte Chaudhry, RoadPeace Founder, said:

“We at RoadPeace have greatly welcomed the official adoption of our Remembrance Day by the United Nations, especially since national governments have to date found it tolerable, even appropriate, to ignore the plight and suffering of bereaved and injured road crash victims. Road deaths are sudden and violent, like murder, yet unlike murder – if considered and treated as unacceptable, they can be prevented.”

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Notes to Editors: A list of special remembrance services/ events is attached.